

The Effect of Consumer Satisfaction and Brand Image on Repurchase Intention with Customer Loyalty as a Mediating Variable

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Abstract: The present study is conducted to scrutinize the degree to which consumer satisfaction and brand image serve as antecedents of repurchase intention, while positioning customer loyalty as an intervening variable within the purchasing behavioral context of Celcius Parepare Branch consumers. A quantitative associative framework was applied as the methodological backbone of this investigation, wherein data were systematically drawn from 140 participants determined through purposive sampling. All collected data were subsequently processed and evaluated through the Partial Least Squares Structural Equation Modeling (PLS-SEM) analytical technique, operated via SmartPLS 4 software. Empirical results demonstrate that both consumer satisfaction and brand image yield constructive and statistically meaningful direct effects on consumers repurchase intention. Furthermore, consumer satisfaction proves to be a robust predictor of customer loyalty, whereas brand image contributes only marginally to loyalty development. Customer loyalty itself emerges as a consequential driver of repurchase intention, reinforcing its structural relevance within the model. The mediation assessment further discloses that customer loyalty operates as a significant conduit through which consumer satisfaction indirectly shapes repurchase intention, yet this intermediary function is rendered statistically negligible when brand image is positioned as the antecedent variable. Taken together, these outcomes highlight that cultivating consumer satisfaction stands as the most impactful strategic imperative for concurrently reinforcing loyalty and strengthening repurchase intention, while brand image predominantly channels its effect through a direct route rather than through loyalty as a mediating pathway.

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INTRODUCTION

Fashion is a form of self-expression used by individuals to convey identity, feelings, and perspectives toward their social environment. Through clothing and accessories, fashion functions as a nonverbal symbol capable of communicating a person's characteristics quickly and clearly. The global fashion industry continues to show strong growth dynamics, influenced by changing consumer behavior and economic conditions. The State of Fashion 2025 report indicates that the global fashion market still has room for growth, though at a lower pace due to increasingly selective consumers.

Indonesia's fashion industry growth has encouraged the emergence of various local brands capable of competing with international products. The Ministry of Industry noted that the added value of the creative industry in 2023 increased by 10.5% compared to 2022, reaching Rp1,414.8

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trillion, with fashion and crafts contributing around 33%. This demonstrates the significant prospect of the creative industry, including fashion, in supporting Indonesia's economic growth. This growth trajectory is further supported by Agustina et al. (2020), who noted that creative economy development, including fashion, plays a strategic role in regional economic advancement across Indonesia.

One local fashion brand that has developed within Indonesia's fashion industry is Celcius, owned by PT Aditya Mandiri Sejahtera. Celcius provides fashion products with the latest trends for men and women aged 20-30 years. The presence of Celcius Parepare Branch shows that the brand is trying to reach local markets and build direct relationships with consumers.

However, maintaining consumers to continue making purchases consistently is not easy. Based on initial observations, the sales target achievement at Celcius Parepare Branch has been inconsistent and fluctuated over several periods. This fluctuation may be related to consumer experience after purchasing, such as the level of satisfaction felt, and how consumers perceive Celcius brand image compared to other fashion brands. This is supported by Arwin (2023), who found that price and location simultaneously had a significant influence on consumer satisfaction in a retail business context in Parepare.

From an Islamic economics perspective, business activities must not only aim for profit, but also emphasize honesty, quality, and consumer willingness in transactions. This is in line with Allah's word in QS. An-Nisa verse 29, which emphasizes that trade must be conducted honestly, fairly, and based on the willingness of consumers.

A substantial body of prior scholarship has established that consumer satisfaction, brand image, customer loyalty, and repurchase intention constitute a cluster of interrelated constructs that are fundamentally intertwined within the broader discourse of consumer behavior research. Despite this accumulated theoretical consensus, empirical investigations that specifically interrogate the relational dynamics among these variables within the distinctive setting of the local fashion industry remain comparatively scarce and underdeveloped. It is precisely this scholarly gap that motivates the present inquiry, which seeks to ascertain the degree to which consumer satisfaction and brand image function as determinants of repurchase intention, with customer loyalty operating as an intermediary mechanism, in the localized fashion retail environment represented by consumers of Celcius Parepare Branch.

The relationship between brand image, customer loyalty, and repurchase intention can be explained through Brand Equity Theory. Keller (1993) argues that customer-based brand equity is formed when consumers possess strong, favorable, and unique brand associations in their memory. From this perspective, brand image is not merely a visual or symbolic representation of a brand, but also reflects the meanings, perceptions, and associations that consumers attach to a brand. A positive brand image can strengthen consumers' trust, perceived value, and emotional attachment, which may subsequently encourage customer loyalty and repurchase intention. In the context of fashion retail, brand image becomes particularly important because consumers do not purchase fashion products solely for functional purposes, but also to express identity, lifestyle, and social status.

Previous empirical studies also support the important role of brand image in shaping consumer behavior. Praja and Haryono (2022) found that brand image contributes to repurchase intention, while Abbas et al. (2021) emphasized that brand image has an important influence on customer loyalty. Furthermore, customer loyalty can function as a behavioral mechanism that connects brand image with repurchase intention. When consumers perceive a brand positively and

develop loyalty toward the brand, they are more likely to repeat purchases and choose the same brand over competing alternatives. Therefore, brand image is theoretically expected to influence repurchase intention both directly and indirectly through customer loyalty.

From the perspective of Brand Equity Theory, a strong and positive Brand Image serves not only as a cognitive cue that influences consumer perception, but also as a strategic asset that directly shapes behavioral intentions, including Repurchase Intention. Keller (1993) asserts that when consumers hold favorable, strong, and unique brand associations in memory, these associations reduce perceived risk and lower the cognitive effort required in subsequent purchase decisions. In the fashion retail context, where products are evaluated not purely on functional merit but also on symbolic and identity-related dimensions, Brand Image plays an especially salient role in shaping whether consumers choose to revisit and repurchase from the same brand. Consumers who perceive Celcius as a brand that accurately reflects their lifestyle and social identity are more likely to develop a consistent preference that translates into repeated purchasing behavior. This theoretical reasoning is further supported by empirical evidence from Praja and Haryono (2022), who found that Brand Image contributes positively to Repurchase Intention.

Beyond its direct effect on Repurchase Intention, Brand Image may also operate indirectly through Customer Loyalty as an intervening mechanism. Brand Equity Theory (Keller, 1993) suggests that a positive Brand Image strengthens consumers' emotional attachment and perceived value toward a brand, which in turn fosters loyalty. When consumers develop loyalty as a result of a strong Brand Image, this loyalty subsequently reinforces their intention to repurchase. In this indirect pathway, Customer Loyalty functions as the behavioral bridge that converts favorable brand perceptions into sustained purchasing commitment. However, the strength of this mediating pathway is also contingent upon the depth of brand associations held by consumers. In contexts where Brand Image alone is insufficient to generate deep emotional loyalty particularly when brand experience and Consumer Satisfaction play a more dominant role the mediating function of Customer Loyalty between Brand Image and Repurchase Intention may be comparatively weaker.

Based on this theoretical foundation and previous empirical findings, the following hypotheses are proposed: (H1) consumer satisfaction exerts a positive and significant influence on repurchase intention; (H2) brand image produces a positive and significant effect on repurchase intention; (H3) consumer satisfaction contributes positively and significantly to the formation of customer loyalty; (H4) brand image bears a positive and significant relationship with customer loyalty; (H5) customer loyalty yields a positive and significant effect on repurchase intention; (H6) customer loyalty assumes a mediating function in the relationship between consumer satisfaction and repurchase intention; and (H7) customer loyalty similarly mediates the associative pathway between brand image and repurchase intention.

RESEARCH METHOD

This investigation adopted a quantitative research paradigm, operationalized through a survey-based design, to scrutinize the extent to which consumer satisfaction and brand image function as determinants of repurchase intention, with customer loyalty incorporated as an mediating variable within the consumer population of Celcius Parepare Branch. The study population was delimited to consumers of Celcius Parepare Branch falling within the age range of 17 to 45 years, with the additional qualifying criterion that each participant had completed a minimum of one prior purchase transaction. Data collection was executed through a structured

questionnaire instrument calibrated on a five-point Likert scale, which was administered electronically via the Google Forms platform. Participant selection was governed by a purposive sampling strategy, through which a total sample comprising 140 respondents was systematically recruited to fulfill the requirements of the empirical analysis.

Variables studied consisted of: (1) Consumer Satisfaction (X1), measured through indicators of expectations, perceived service delivery, confirmation/disconfirmation, and complaining behavior; (2) Brand Image (X2), measured through indicators of brand association strength, brand association superiority, and brand association uniqueness; (3) Customer Loyalty (Z) as mediating variable, measured through repeat purchase, retention, and referral indicators; and (4) Repurchase Intention (Y), measured through transactional interest, referential interest, preferential interest, and explorative interest indicators.

Data were analyzed using SmartPLS 4 through several stages: (1) outer model evaluation, which examined convergent validity through factor loading values ≥ 0.70 and Average Variance Extracted (AVE) values ≥ 0.50 , discriminant validity through the Fornell-Larcker criterion and Heterotrait-Monotrait Ratio (HTMT) values < 0.90 , and construct reliability through Cronbach's Alpha and Composite Reliability values ≥ 0.70 ; (2) inner model evaluation, which examined R-Square, Effect Size (f^2), Q-Square predictive relevance, and model fit through SRMR, NFI, and GoF; and (3) hypothesis testing through a bootstrapping procedure using 5,000 subsamples and a one-tailed test at a 5% significance level. The one-tailed test was applied because the hypotheses in this study were formulated directionally, namely to examine positive effects among the constructs. Therefore, direct and indirect effects were considered significant when the T-statistic value exceeded 1.645 and the p-value was lower than 0.05 (Hair et al., 2022). The analytical procedures applied in this study are consistent with the methodological framework established by Ringle and Sarstedt (2017), who outlined rigorous standards for PLS-SEM application and reporting.

RESULTS AND DISCUSSION

PLS-SEM Analysis: Outer Model Evaluation

The outer model, also known as the measurement model, is used to evaluate how well each indicator represents its respective latent variable. In this study, the outer model assessment was carried out using SmartPLS by examining indicator validity, construct reliability, and the relationships among variables. Figure 1 presents the structural configuration of the research model encompassing four latent constructs: Consumer Satisfaction, Brand Image, Customer Loyalty, and Repurchase Intention.

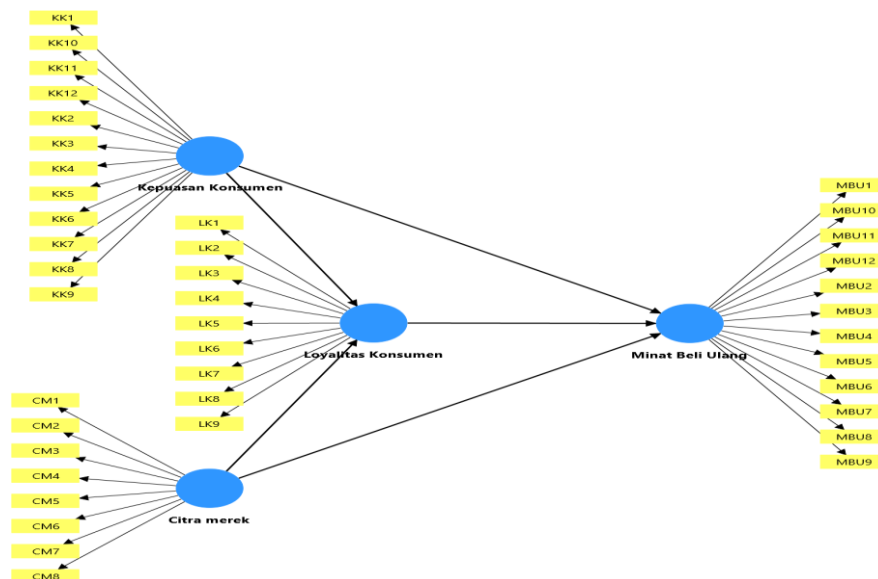


Figure 1. Outer Model

Figure 1 presents the structural configuration of the research model, which was estimated through the Partial Least Squares Structural Equation Modeling (PLS-SEM) analytical approach. The model encompasses four latent constructs, specifically Consumer Satisfaction, Brand Image, Customer Loyalty, and Repurchase Intention. Within the visual representation, observed indicators are depicted through yellow rectangular symbols, whereas the principal constructs or latent variables are rendered as blue circular nodes.

Each latent construct incorporated in this study is operationalized through a distinct set of observable indicators. Consumer Satisfaction is captured by twelve manifest indicators designated KK1 through KK12, while Brand Image is operationalized via eight indicators coded CM1 through CM8. Customer Loyalty is quantified using nine indicators spanning LK1 to LK9, and Repurchase Intention is assessed through twelve indicators labeled MBU1 to MBU12. Collectively, these manifest variables serve as empirical proxies that concretize and operationally define each of the theoretical constructs embedded within the research framework.

Beyond delineating the measurement structure of individual constructs, the model simultaneously maps the directional relationships that govern inter-construct associations. Consumer Satisfaction and Brand Image are designated as exogenous variables, both of which are theoretically postulated to exert direct influences on Customer Loyalty and Repurchase Intention. Customer Loyalty occupies an intermediate position within the model, functioning as an intervening or mediating construct that accounts for the indirect associative pathways running from Consumer Satisfaction and Brand Image toward Repurchase Intention. Repurchase Intention, accordingly, assumes the role of the endogenous or outcome variable within the overall structural configuration.

Grounded in the conceptual framework established for this investigation, the structural model identifies five direct relational pathways subjected to empirical testing. These pathways respectively capture the influence of Consumer Satisfaction on Repurchase Intention, Brand Image on Repurchase Intention, Consumer Satisfaction on Customer Loyalty, Brand Image on Customer Loyalty, and Customer Loyalty on Repurchase Intention. Beyond these direct associations, the model extends its analytical scope to incorporate two indirect pathways, both of which position Customer Loyalty as the designated mediating construct. The first indirect route traces how Consumer Satisfaction transmits its effect on Repurchase Intention through the mediating function

of Customer Loyalty, while the second traces an analogous transmission pathway originating from Brand Image toward Repurchase Intention via the same intervening variable. Evaluation of the outer model is conducted with the purpose of verifying whether each observable indicator demonstrates sufficient precision and consistency in reflecting its theoretically assigned latent construct.

Validity at the indicator level is examined through factor loading coefficients in conjunction with Average Variance Extracted (AVE) values, whereas internal consistency at the construct level is appraised through Cronbach's Alpha, ρ_A , and Composite Reliability measures. An indicator is regarded as meeting validity requirements when its factor loading coefficient exceeds 0.70, while convergent validity is deemed adequate when the AVE value surpasses 0.50. Concerning reliability, a construct is judged to be internally consistent when both Cronbach's Alpha and Composite Reliability values cross the prescribed minimum of 0.70.

Considered as a unified whole, the research framework is structured around two mutually reinforcing components: the measurement model and the structural model. The former delineates the relational bonds between each latent construct and its empirically observable indicators, while the latter maps the directional and causal interrelationships that operate among the constructs themselves. Through this dual-component analytical architecture, the study undertakes a comprehensive inquiry into the degree to which Consumer Satisfaction and Brand Image exert governance over Repurchase Intention, encompassing both direct influence mechanisms and indirect pathways mediated through Customer Loyalty.

Convergent Validity

At its core, convergent validity seeks to confirm how strongly each manifest indicator aligns with the latent construct it is theoretically meant to represent. To establish this alignment, researchers conventionally rely on two widely recognized benchmarks. First, the outer loading of every indicator must reach a minimum value of 0.70. Second, the Average Variance Extracted (AVE) for each construct must clear the accepted floor of 0.50.

Table 1. Average Variance Extracted

Variable	AVE	Information
Brand Image	0.663	Valid
Consumer Satisfaction	0.623	Valid
Customer Loyalty	0.645	Valid
Repurchase Intention	0.650	Valid

Source: Data processed using SmartPLS 4 2026

As evidenced by the data presented in Table 1, the AVE values computed for each construct uniformly surpass the minimum threshold of 0.50. This outcome collectively affirms that all variables incorporated within the analytical framework adequately fulfill the established criteria for convergent validity.

Discriminant Validity

The evaluation of discriminant validity was carried out through three complementary analytical procedures, namely cross loading examination, the Fornell-Larcker Criterion, and the Heterotrait-Monotrait Ratio (HTMT). Each indicator registered a substantially higher loading value on its theoretically designated construct relative to the loading values it produced on all remaining constructs within the model. The Fornell-Larcker Criterion revealed that the square root of the AVE ($\sqrt{\text{AVE}}$) for every construct exceeded the magnitude of its correlation coefficients with all other

constructs, thereby reinforcing the discriminant distinctiveness of each variable and confirming that the constructs capture unique domains of variance that are not shared across one another.

Table 2. Fornell-Larcker Criterion

Variable	Brand Image	Consumer Satisfaction	Customer Loyalty	Repurchase Intention
Brand Image	0.814			
Consumer Satisfaction	0.534	0.789		
Customer Loyalty	0.385	0.529	0.803	
Repurchase Intention	0.514	0.631	0.582	0.806

Source: Data processed using SmartPLS 4 2026

Table 3. HTMT

Variable	Brand Image	Consumer Satisfaction	Customer Loyalty	Repurchase Intention
Brand Image				
Consumer Satisfaction	0.568			
Customer Loyalty	0.408	0.559		
Repurchase Intention	0.541	0.658	0.614	

Source: Data processed using SmartPLS 4 2026

Inspection of the HTMT results reveals that all obtained values fall comfortably below the conventionally accepted upper boundary of 0.90. Among the inter-construct relationships examined, the peak HTMT value of 0.658 was recorded between Consumer Satisfaction and Repurchase Intention, which nonetheless remains well within the permissible range. The uniformly low HTMT figures observed across all construct pairings provide compelling evidence that every latent variable incorporated in the structural model has successfully met the requisite standards for discriminant validity, confirming that each construct maintains a sufficiently distinct identity and is not subject to problematic conceptual overlap with any other variable in the model.

Construct Reliability

The reliability assessment yields outcomes wherein all recorded Cronbach's Alpha and Composite Reliability coefficients consistently exceed the widely recognized minimum benchmark of 0.70. This pattern of results furnishes robust evidence that each variable constituting the study's analytical framework demonstrates a satisfactory degree of internal consistency, thereby confirming that all constructs have successfully fulfilled the prescribed reliability standards.

Table 4. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	CR (rho_a)	CR (rho_c)	Information
Brand Image	0.927	0.930	0.940	Reliable
Consumer Satisfaction	0.945	0.945	0.952	Reliable
Customer Loyalty	0.931	0.933	0.942	Reliable
Repurchase Intention	0.951	0.954	0.957	Reliable

Source: Data processed using SmartPLS 4 2026

Structural Model Evaluation (Inner Model)

The coefficient of determination for Customer Loyalty yields an R-Square value of 0.294, signifying that the exogenous variables collectively account for 29.4% of the total variance attributable to Customer Loyalty. In contrast, Repurchase Intention registers a notably higher R-Square value of 0.513, which indicates that the structural model succeeds in explaining 51.3% of the variability inherent in Repurchase Intention. In accordance with established interpretive conventions, this latter figure is categorized within the moderate range, suggesting a reasonably substantial explanatory capacity.

Among all relational pathways examined within the structural model, the association between Consumer Satisfaction and Customer Loyalty yields the most pronounced effect size, recording an f^2 value of 0.207 which is classified within the moderate category. Brand Image exhibits relatively negligible effect sizes in both its relationship with Customer Loyalty ($f^2 = 0.021$) and its association with Repurchase Intention ($f^2 = 0.059$), with both values falling within the small category. Customer Loyalty's effect size on Repurchase Intention registers at 0.145, demonstrating a meaningful level of influence on the outcome variable.

All model fit indices have met the prescribed rule of thumb benchmarks. The SRMR value of 0.053 falls below the accepted ceiling of 0.10, reflecting an adequate level of model fit. The GoF value of 0.503 surpasses the minimum criterion of 0.36, signaling strong overall model performance. Additionally, all Q^2 predictive relevance values exceed zero, confirming that the model retains sufficient predictive capability with respect to the endogenous constructs under examination.

Table 5. R-Square Values

Variable	R-Square	R-Square Adjusted
Customer Loyalty	0.294	0.284
Repurchase Intention	0.513	0.502

Source: Data processed using SmartPLS 4 2026

Table 6. Effect Size

Variable	Brand Image	Consumer Satisfaction	Customer Loyalty	Repurchase Intention
Brand Image			0.021 (small)	0.059 (small)
Consumer Satisfaction			0.207 (moderate)	0.155 (moderate)
Customer Loyalty				0.145 (moderate)

Source: Data processed using SmartPLS 4 2026

Table 7. Model Fit Validation

Parameter	Rule of thumb	Value	Decision
SRMR	< 0.10	0.053	Fit
NFI	Close to 1	0.809	Fit
GoF	> 0.36 (strong)	0.503	Fit (Strong)
Q^2 Customer Loyalty	> 0	0.272	Fit
Q^2 Repurchase Intention	> 0	0.418	Fit

Source: Data processed using SmartPLS 4, 2026

Path Analysis Hypothesis Testing

Table 8. Direct Effect Path Coefficients

Path	Original Sample	T-Statistics (>1.645)	p-Values (<0.05)	Information
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Brand Image → Customer Loyalty	0.144	1.947	0.026	Significant
Brand Image → Repurchase Intention	0.202	3.137	0.001	Significant
Consumer Satisfaction → Customer Loyalty	0.452	6.082	0.000	Significant
Consumer Satisfaction → Repurchase Intention	0.356	4.549	0.000	Significant
Customer Loyalty → Repurchase Intention	0.316	3.679	0.000	Significant

Source: Data processed using SmartPLS 4 2026

Table 9. Indirect Effect Path Coefficients

Indirect Path	Original Sample	T-Statistics (>1.645)	p-Values (<0.05)	Information
Brand Image → Customer Loyalty → Repurchase Intention	0.046	1.635	0.051	Not Significant
Consumer Satisfaction → Customer Loyalty → Repurchase Intention	0.143	3.598	0.000	Significant

Source: Data processed using SmartPLS 4 2026

The first hypothesis test yields compelling empirical support, confirming that consumer satisfaction exerts a positive and statistically significant effect on repurchase intention, as evidenced by a path coefficient of 0.356 and a T-statistic of 4.549 ($p < 0.05$). This outcome conveys that an escalating level of satisfaction among Celcius Brand consumers correspondingly strengthens their repurchase intention. The finding aligns theoretically with the Expectation Confirmation Theory formulated by Oliver (1980), which conceptualizes consumer satisfaction as an evaluative judgment arising from the cognitive discrepancy between anticipated expectations prior to purchase and the actual performance encountered upon product or service utilization. This theoretical mechanism is similarly echoed by Gunadi and Hendriana (2013), who demonstrated that expectancy disconfirmation processes shape consumer behavioral responses in online purchasing contexts. Surya and Kurniawan (2021) similarly found that product quality and price perception significantly contribute to Consumer Satisfaction, which in turn drives customer loyalty and Repurchase Intention. This conclusion draws additional support from Rita, Oliveira, and Farisa (2019), whose empirical work demonstrated that e-service quality and consumer satisfaction jointly produce a constructive effect on repurchase intention. This finding is also consistent with Tufahati et al. (2021), who found that customer satisfaction has a positive and significant effect on repurchase intention. This behavioral pattern is further corroborated by Chiu et al. (2012), who found that utilitarian and hedonic values derived from satisfying consumer experiences significantly reinforce repeat purchase intentions. Extending this perspective, Vania (2025) further substantiated that consumer satisfaction bears a significant indirect effect on customer loyalty, with repurchase intention functioning as the mediating pathway through which this influence operates. In the specific context of Celcius Parepare Branch, consumers who report satisfaction across product quality, service standards, pricing, and transactional experience are not only inclined to return for subsequent

purchases, but also tend to develop a habitual preference for the brand (Kotler & Keller, 2016) particularly among young adults aged 20–30 years who place significant weight on the consistency of brand experience across repeated transactions. In this sense, Consumer Satisfaction functions not merely as a post-purchase evaluation, but as a forward-looking motivator that actively shapes future purchasing behavior.

Testing of the second hypothesis produces evidence substantiating that brand image bears a positive and statistically significant effect on repurchase intention, recording a path coefficient of 0.202 and a T-statistic of 3.137 ($p < 0.05$). This result conveys that progressively more favorable perceptions of Celcius Brand's image among consumers are systematically accompanied by stronger repurchase intention. In the fashion retail context, brand image occupies a particularly influential position, given that consumer purchasing decisions extend well beyond purely functional product attributes. These findings are consistent with the conclusions drawn by Praja and Haryono (2022), who demonstrated that brand image exerts a positive effect on repurchase intention while simultaneously shaping consumer satisfaction. This finding is further reinforced by Wijaya et al. (2025), who identified Brand Image and product presentation as key influences on consumer repurchase decisions in fashion retail SME contexts. It must be noted, however, that the effect size of brand image on repurchase intention remains relatively modest ($f^2 = 0.059$), implying that other variables within the research context carry a comparatively greater determining influence.

The third hypothesis test furnishes affirmative evidence that consumer satisfaction produces a positive and statistically significant effect on customer loyalty, yielding a path coefficient of 0.452 and a T-statistic of 6.082 ($p < 0.05$). This direct relational pathway distinguishes itself as the most dominant association identified throughout the entire structural model, further reinforced by the largest effect size recorded across all pathways ($f^2 = 0.207$). Consumers whose interactions with Celcius Brand generate a sense of fulfillment exhibit a markedly stronger inclination to sustain their commitment to the brand. This outcome resonates with the theoretical stance articulated by Caruana (2002), who highlighted the commanding nature of the relationship between consumer satisfaction and customer loyalty. The finding is equally reinforced by Danurdara and Masatiff (2025), whose empirical investigation within the hospitality industry provided concrete verification that customer satisfaction serves as a significant determinant of customer loyalty formation. This relationship is further affirmed by Suchanek and Kralova (2025), who established that Consumer Satisfaction constitutes a foundational determinant of sustained business performance and long-term customer commitment.

The fourth hypothesis test indicates that brand image has a positive and significant effect on customer loyalty. This result is shown by a path coefficient of 0.144, a T-statistic of 1.947, and a p-value of 0.026. Since this study applied a one-tailed test with a significance level of 0.05, the critical T-statistic value used was 1.645. The bootstrapping procedure was executed using 5,000 subsamples with bias-corrected and accelerated (BCa) confidence intervals, in accordance with the recommendation of Hair et al. (2022). It is worth clarifying that the T-statistic of 1.947 is occasionally perceived as borderline when evaluated against the two-tailed critical value of 1.96. However, given that all hypotheses in this study were formulated directionally — positing positive effects among constructs — the application of a one-tailed test is statistically justified, yielding a critical threshold of 1.645. Under this criterion, the T-statistic of 1.947 unambiguously exceeds the required threshold, and the p-value of 0.026 further confirms statistical significance, thereby supporting H4. Nevertheless, although H4 is statistically supported, the effect size of brand image on customer loyalty is classified as small ($f^2 = 0.021$), indicating that the practical influence of Brand Image on

Customer Loyalty is weak. This weak practical magnitude warrants a more substantive interpretation beyond statistical significance alone. The limited practical influence of brand image on customer loyalty in this study may reflect the behavioral profile of Celcius Parepare Branch consumers, who tend to be young adults aged 20–30 years whose loyalty is more strongly shaped by direct consumption experience — such as consumer satisfaction with product quality, service standards, and price suitability — than by brand perception alone. This pattern suggests that brand image, while capable of initiating a degree of customer loyalty, may require reinforcement from satisfactory consumer experiences before it can consolidate into sustained and enduring loyalty. Furthermore, the weak effect size may also indicate the presence of unexamined moderating variables such as brand involvement, consumer knowledge, or social influence that could either amplify or suppress the brand image customer loyalty relationship in this specific retail context. Future research is therefore encouraged to explore these potential boundary conditions to arrive at a more complete understanding of how brand image translates into customer loyalty among local fashion consumers in Indonesia. This finding is in line with Abbas et al. (2021), who stated that Brand Image can influence Customer Loyalty, although Consumer Satisfaction may also strengthen this relationship.

The fifth hypothesis test substantiates that customer loyalty bears a positive and significant effect on repurchase intention, as indicated by a coefficient of 0.316 and a T-statistic of 3.679 ($p < 0.05$). Loyal customers characteristically possess deep-rooted emotional attachment, trust, and habitual purchasing patterns directed toward a brand, which collectively render them more predisposed to re-select Celcius over competing market alternatives. Theoretical grounding for this outcome is drawn from Oliver (1999) and Griffin's loyalty framework, both of which assert that truly loyal customers transcend mere repeat purchasing behavior by exhibiting active resistance against competitive inducements (Hennig-Thurau & Klee, 1997). In the context of Celcius Parepare Branch, the significant influence of Customer Loyalty on Repurchase Intention can be understood through the social and habitual dimensions of consumer behavior in a mid-sized Indonesian city. Loyal consumers of Celcius Parepare are not merely repeat buyers in a transactional sense; they represent consumers who have internalized the brand as part of their lifestyle and self-identity. For young adults aged 20–30 years in Parepare, returning to Celcius for repeated purchases reflects an established behavioral routine reinforced by prior positive experiences and a sense of belonging to the brand's community. Furthermore, in a retail environment where alternative fashion options are more limited compared to metropolitan cities, loyal consumers face fewer situational pressures to switch brands, making their Repurchase Intention a natural extension of their established loyalty. This dynamic underscores the strategic importance of cultivating and maintaining Customer Loyalty as a long-term behavioral asset for Celcius Parepare Branch.

The sixth hypothesis test provides affirmative evidence that customer loyalty operates as a statistically significant mediating variable between consumer satisfaction and repurchase intention, recording an indirect path coefficient of 0.143 and a T-statistic of 3.598 ($p < 0.05$). Consumers who experience fulfillment in their engagements with Celcius Brand tend to progressively transition into devoted patrons, and the loyalty cultivated through this process subsequently functions as a reinforcing agent that elevates their inclination toward repurchase intention. These results bear consistency with the conclusions of Vania (2025), who identified a significant indirect relational pathway from consumer satisfaction through repurchase intention toward loyalty formation. Equally supportive is the work of Danurdara and Masatiff (2025), who empirically verified the mediating role of satisfaction within the broader dynamics governing customer loyalty development. In the specific

setting of Celcius Parepare Branch, this mediating pathway can be observed through a sequential behavioral process that unfolds across repeated consumer interactions. Consumers who initially visit Celcius and encounter a satisfying experience — in terms of product quality, service delivery, and value for money — are gradually transformed from occasional buyers into committed loyal patrons. Once this loyalty is established, it subsequently functions as a powerful internal motivator that drives Repurchase Intention independent of external marketing stimuli. This sequential process is particularly relevant in the Parepare retail context, where personal recommendations and repeated positive experiences carry more weight than advertising or promotional activities in sustaining long-term consumer engagement. The mediating role of Customer Loyalty therefore represents a cumulative and reinforcing cycle: Consumer Satisfaction builds loyalty, and loyalty in turn consolidates Repurchase Intention, creating a self-sustaining behavioral loop that is strategically valuable for Celcius Parepare Branch.

Empirical scrutiny of the seventh hypothesis discloses that customer loyalty fails to perform as a statistically significant mediator within the associative pathway connecting brand image to repurchase intention. The indirect coefficient obtained for this pathway amounts to 0.046, with a corresponding T-statistic of 1.635 and a p-value of 0.051. Although the relational direction remains positive, the mediation effect falls demonstrably short of the threshold required for statistical significance. The outcome finds theoretical resonance in the work of Praja and Haryono (2022), who concluded that brand image does not produce a direct and significant effect on repurchase intention, further strengthening the proposition that consumer satisfaction is the more decisive intermediary construct. In the context of Celcius Parepare Branch, the failure of Customer Loyalty to mediate the Brand Image–Repurchase Intention relationship can be interpreted through the behavioral characteristics of the local consumer base. For young adult consumers in Parepare, Brand Image may generate an initial positive impression and trigger direct purchasing interest, but it does not appear to be sufficiently powerful on its own to cultivate the depth of emotional commitment required for sustained Customer Loyalty. Instead, loyalty formation among Celcius Parepare consumers is more strongly anchored in direct consumption experience, particularly Consumer Satisfaction, rather than brand perception alone. This suggests that Brand Image operates primarily as a direct cognitive trigger for Repurchase Intention — bypassing the loyalty pathway — rather than as a loyalty-building mechanism. Consequently, for Celcius Parepare Branch, strengthening Brand Image may effectively attract consumers back for repeat purchases in the short term, but converting brand perception into enduring Customer Loyalty requires the additional reinforcement of consistently satisfying consumer experiences.

CONCLUSION

The results obtained through PLS-SEM analysis give rise to several significant conclusions worthy of scholarly attention. Consumer Satisfaction is established as a primary behavioral driver, exerting a direct, positive, and statistically significant effect on Repurchase Intention among Celcius Parepare Branch consumers. Brand Image equally demonstrates a constructive and significant direct impact on consumers' Repurchase Intention. Notably, the strongest structural association within the model is observed between Consumer Satisfaction and Customer Loyalty, reaffirming satisfaction's pivotal role in cultivating long-term consumer commitment. While Brand Image also contributes positively to Customer Loyalty, its influence is comparatively limited and therefore demands careful interpretation. Customer Loyalty subsequently emerges as a significant predictor

of Repurchase Intention, consolidating its role as a meaningful intermediary within the consumer behavioral sequence. The mediation analysis further confirms that Customer Loyalty serves as a significant conduit through which Consumer Satisfaction indirectly steers Repurchase Intention. In contrast, the mediating capacity of Customer Loyalty between Brand Image and Repurchase Intention proves statistically insufficient, implying that other relational mechanisms may more effectively translate brand perception into Repurchase Intention. Elevating Consumer Satisfaction ought to occupy the foremost position in the brand's strategic agenda, as satisfaction functions simultaneously as a direct driver of Repurchase Intention and as a foundational pillar of enduring Customer Loyalty.

From a theoretical standpoint, this study contributes to the existing body of consumer behavior literature by providing empirical evidence of the relational dynamics among Consumer Satisfaction, Brand Image, Customer Loyalty, and Repurchase Intention within the specific context of local fashion retail in Indonesia. While prior studies have largely examined these constructs in metropolitan or international settings, the present investigation extends the applicability of Brand Equity Theory (Keller, 1993) and Expectation Confirmation Theory (Oliver, 1980) to a mid-sized Indonesian city, demonstrating that the theoretical mechanisms governing consumer loyalty and repurchase behavior remain valid and meaningful in localized retail environments. Furthermore, the finding that Customer Loyalty mediates the Consumer Satisfaction–Repurchase Intention pathway but not the Brand Image–Repurchase Intention pathway adds a nuanced contribution to mediation research in consumer behavior, suggesting that the mediating role of loyalty is contingent upon the nature of the antecedent variable.

From a practical standpoint, the findings of this study offer actionable implications for the management of Celcius Parepare Branch and other local fashion brands operating in similar retail contexts. First, brand managers are advised to prioritize investments in Consumer Satisfaction enhancement — encompassing product quality consistency, service responsiveness, and competitive pricing — as these experiential dimensions represent the most powerful and direct levers for simultaneously building Customer Loyalty and strengthening Repurchase Intention. Second, while Brand Image development remains strategically relevant as a direct driver of Repurchase Intention, its limited capacity to cultivate deep Customer Loyalty suggests that brand communication efforts should be complemented by superior in-store experiences. Third, local fashion brands in mid-sized Indonesian cities should recognize that loyalty-building in their specific market context is fundamentally experience-driven rather than perception-driven, necessitating a consumer engagement strategy that consistently delivers and reinforces satisfying brand interactions across every touchpoint.

This study has limitations in that the research was conducted only at Celcius Parepare Branch, so the results may not be generalizable to all Celcius branches. Additionally, the unexplained variance (48.7% for Repurchase Intention) suggests that other variables outside this model also play important roles in influencing Repurchase Intention.

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